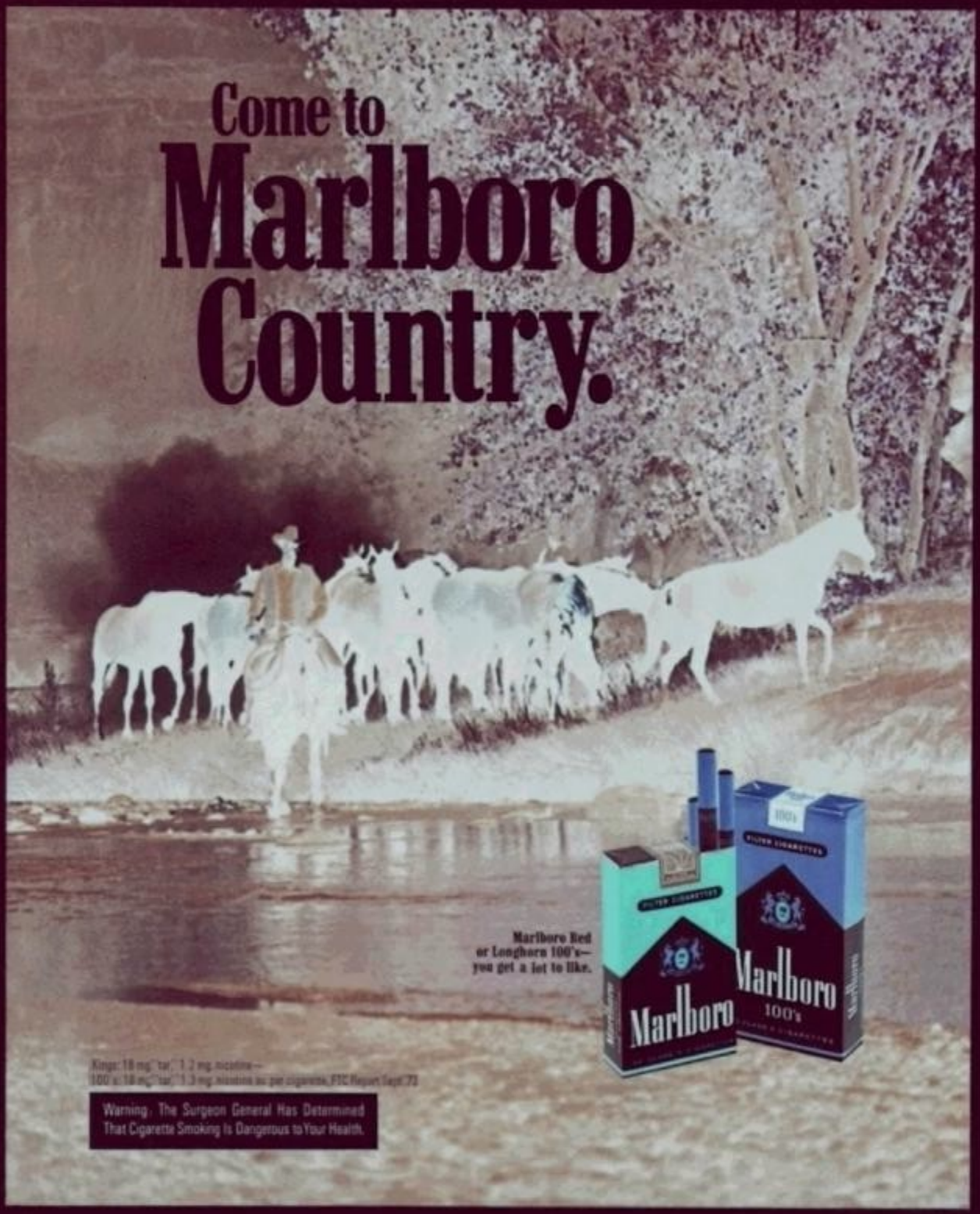
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 3215—Plate 2—Blue Herd—Req. No. 95240—page—4 colors, Bleed—8¾ x 11½ in.—National Magazines, 1974 (A)
Printed in U.S.A.


Come to
Marlboro
Country.
Marlboro Red
or Longhorn 100's—
you get a lot to like.

Kings: 18 mg. "tar," 1.2 mg. nicotine—
100's: 18 mg. "tar," 1.3 mg. nicotine as per cigarette, FTC Report Sept. '73
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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